

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	14=	FCB	Sunsweet Asia Pacific, Acer, OCBC, Lam Soon Project	2.20		2.20	7
2	1	McCann WorldGroup	Celcom, 11street, 3M Project, Nestle Project, Mitsubishi Project	2.04		2.04	10
3	2	Leo Burnett	Media Prima Project, Roche Project, Steno Diabetes Center Project	1.86		1.86	8
4	3	Ogilvy	Huawei Technologies, Heineken Project, VCAP Asset Managers Project	1.15		1.15	10
5	4	BBDO	MetLife, Guardian Health And Beauty	1.30	U Mobile	0.93	2
6	5	M&C Saatchi	PRIMA, Malaysia Airports Project, Celcom, Naza TTDI Project, Imperial Project	0.66		0.66	6
7	6	TBWA	U Mobile, Abbott Laboratories	0.61		0.61	4
8	10	Y&R	Sony Pictures(Social), Malaysia Milk(Social)	0.53		0.53	4
9	7	Geometry	Audi, GSK (Shopper marketing)	0.50		0.50	2
10	8	Dentsu	FMCG Client	0.47		0.47	7
11	9	Grey Group	GSK	0.40		0.40	1
12	11	Cheil	Property Client	0.30		0.30	1
13	12	Saatchi & Saatchi	GSK, BMW MINI, Measat Broadcasting Network Systems Project	0.23		0.23	4
14	13	Publicis	Manulife Insurance Berhad Projec	0.10		0.10	1
15=	14=	DDB		0.00		0.00	0
15=	14=	J Walter Thompson		0.00		0.00	0
15=	14=	Mullen Lowe		0.00		0.00	0
15=	14=	BBH		0.00		0.00	0
15=	14=	Havas Worldwide		0.00		0.00	0
						11.97	67

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Initiative	Reckitt Benckiser, Suntory Cerebos, Zurich Takaful	1.60		1.60	4
2	2	PHD	Volkswagen	1.50	Real Estate Client	1.41	1
3=	3=	OMD	Beko Appliances Malaysia, Home Direct Shopping, Regency Specialist Hospital	1.27		1.14	8
3=	3=	Mindshare	Nippon Paint, Malaysia Airlines	1.05		1.05	3
5=	5=	Carat	Captain Oats, Southern Lion, Lucenxia	0.53	BMW	0.23	4
5=	5=	Vizeum	Electronic Client	0.16		0.16	4
5=	5=	Starcom	Coway Malaysia, AIA, 11th St	1.04	Suntory Cerebos	0.15	3
8	9	Dentsu Media	Japan National Tourism Organisation	0.09		0.09	5
9	8	Havas Media	Sangam Communications	0.05		0.05	3
10	10	Zenith	OCBC Bank, Petronas, BMW, H&M, Manulife	1.69	Celcom	0.01	10
11	11	Maxus	Taylor's International School	0.01		-0.01	1
12	12	MEC		0.00	Sony Electronics	-0.09	0
13	13	MediaCom	Celcom, Sony Mobile, Sony Electronics	1.45	Volkswagen	-0.21	3
14	14	Universal McCann	Acer, Zurich Takaful	0.24	Southern Lion	-1.21	4
						4.35	53

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.